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ABSTRACT

This discussion of the value given to teaching in higher education offers research-based insights on how institutions can make a stronger commitment to teaching. Recognizing that change initiatives must be planned and made on a number of fronts, examples and illustrations of how improvements may be made in a variety of areas are presented. The first chapter chronicles the history and role of the teaching profession in the higher education enterprise. The second chapter discusses the factors detracting from teaching, including administrative attitudes, emphasis on publishing, and inadequate rewards. The integral nature of teaching is discussed in chapter 3. Chapter 4 introduces a survey of chief academic officers in 4-year degree-granting institutions concerning institutional commitment to and support of instructional effectiveness. Subsequent chapters report the study's results and offer ideas in the areas of campus environment and culture, employment policies and practices, strategic administrative action, specific instructional enhancement efforts, and instructional development activities. The final chapter outlines an agenda for leadership. A 30-item bibliography and the survey instrument are appended. (MSE)

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